



Ilene Fink, MBA

As a college Professor, Ms. Fink teaches a variety of classes such as Principles of Marketing, International Marketing, Marketing in an Electronic Environment, Consumer Behavior and Fashion Merchandising at Philadelphia University. Additionally she has developed and instructed classes such as Product Development, Advertising and Public Relations at The Art Institute of Philadelphia. She has also been a faculty member of The Fashion Institute of Technology and Chestnut Hill College. Her corporate industry experience includes buying, merchandising and marketing in various channels such as retail, distribution of salon products and manufacturing of consumer home goods encompassing swimming pools and fences, bath wares and tile. She has also consulted in marketing for areas of global procurement, restaurants, chiropractics and real estate sales.

Teaching at the college level has given Ms. Fink the opportunity to advise students on marketing themselves to industry, provide the intellectual tools they need to be successful in their field and design hands-on projects to give them experience prior to graduation. In acknowledgement of her efforts, Ms. Fink has been recognized by The Art Institute of Philadelphia with the Teaching Excellence Award and Philadelphia University with the Distinguished Adjunct Faculty Award.

As a talented marketing professional, Ms. Fink has spearheaded integrated marketing programs strategically designed to exceed company goals and objectives. She has been consistently successful in utilizing a diverse set of marketing ingredients to drive a company's revenue growth. Her broad spectrum of experience provides an innovative, fresh and creative perspective.

Over the past fifteen years Ms. Fink has executed test marketing campaigns which increased sales by more than 20%, and has coordinated effective public relations programs supporting a #1 vote of brand recognition. Additionally, her sales and marketing efforts have opened twenty-three showrooms in eight states and doubled sales in the first half of the following year for a start-up tile manufacturer. She has also directed the development of high quality literature used to effectively sell products resulting in escalating sales and has introduced programs benefiting charity.

Ms. Fink is originally from Clark, NJ and moved to Philadelphia to attend Drexel University where she received a Bachelors of Science majoring in Design & Merchandising and a Masters of Business Administration focusing on Marketing Management and Management of Production and Operations.